

Higher National Unit Specification

General information for centres

Unit title: Video Production 1: Planning and Production

Unit code: D7M3 34

Unit purpose: This Unit is about introducing some of the key organisational and planning skills of video production and developing the candidate's understanding of the overall production process.

On completion of the Unit the candidate should be able to:

1. Plan and prepare for the recording of a sequence of shots on videotape
2. Work as a member of a video production crew
3. Analyse the video production process

Credit value: 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

SCQF (the Scottish Credit and Qualifications Framework) brings Scottish qualifications into a single framework of 12 levels ranging from SQA Access 1 to doctorates. The SCQF includes degrees; HNC/Ds; SQA National Qualifications; and SVQs. Each SQA Unit is allocated a number of SCQF credit points at a specific level. 1 SCQF point = 10 hours of learning. HN candidates are normally expected to input a further number of hours, matched to the credit value of the Unit, of non-contact time or candidate-led effort to consolidate and reinforce learning.

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre. No prior knowledge or skills concerning video production are required.

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

Higher National Unit specification: General information for centres (cont)

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Assessment: This Unit should be assessed by using a production project which allows the candidate to complete tasks according to a logical, realistic chain of events. The candidate's understanding of the production process may be assessed by written and/or oral evidence. There may be an opportunity for integration with HN Unit D7LR 34 *Writing for the Media*.

Higher National Unit specification: statement of standards

Unit title: Video Production 1: Planning and Production

The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Plan and prepare for the recording of a sequence of shots on videotape

Knowledge and/or skills

- Writing a treatment
- Researching
- Scriptwriting
- Visualisation
- Preparing shot lists and storyboards
- Scheduling

Evidence requirements

The candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that he/she can:

- write a treatment which must be a minimum of 400 words. It should state the generic identity and purpose of the sequence. It must also summarise the content and indicate the stylistic approach of the sequence
- write a script that develops the proposal so that its structure is made explicit and there is an identifiable introduction, body and conclusion
- draw up a shot list or storyboard that demonstrates that decisions have been made concerning the visualisation of the material
- contribute to the writing of a schedule that includes the following organisational information: recording dates, times, locations, it should identify crew roles, with contact names and numbers and it should list shots to be taken
- produce a call sheet to detail each shooting day.

Treatment, script, shot list and/or storyboard and schedule should be retained as evidence.

Higher National Unit specification: statement of standards (cont)

Unit title: Video Production 1: Planning and Production

Assessment guidelines

This assessment is concerned with the organisation of information, and the clear communication of the key features and generic identity of their proposed sequence. The assessment should be integrated within the candidate's overall aim of producing a sequence of shots. It may be possible for a candidate to use ideas and materials generated for other Units such as HN Unit D7LR 34 *Writing for the Media*.

It is important that proposals are of the required length in order to generate a useful level of information at an early stage. The candidate should aim to produce a sequence that has a minimum duration of six minutes.

Outcome 2

Work as a member of a video production crew

Knowledge and/or skills

- Video camera operation
- Organisation and communication in production teams
- Directing for video production

Evidence requirements

The candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that he/she can:

- operate a video camera in order to record properly composed, focused and colour-balanced images
- direct the crew and/or talent in order to record action and information in accordance with the script
- follow safety guidelines concerning the use of technical equipment
- communicate effectively with fellow crew members.

Evidence will be required of the candidate's ability either to operate a video camera or to direct the crew, but not necessarily of both.

The production team should select one of the scripts that they have written for Outcome 1. Video material that is derived from the script should be retained as evidence. Evidence of the candidate successfully negotiating goals, roles and responsibilities should be demonstrated by the candidate acting in accordance with the information given in the shooting schedule that has been agreed by the crew. A checklist should be used to assess performance.

Higher National Unit specification: statement of standards (cont)

Unit title: Video Production 1: Planning and Production

Assessment guidelines

The assessment is concerned with developing the candidate's skills of organisation and communication in relation to the overall goal of recording material for a video sequence. The video material need not be edited, but it must be consistent with the demands of the script. A limited degree of variation and amendment is acceptable.

Outcome 3

Analyse the video production process

Knowledge and/or skills

- The key stages of the video production process
- Evaluation of performance and product

Evidence requirements

The candidate will be required to demonstrate his/her knowledge and/or skills by showing that he/she can evaluate the positive and negative aspects of his/her performance and product. The candidate's response must include:

- an analysis of the video production process by covering the key stages: pre-production, recording and post-production. The analysis must demonstrate a grasp of key elements common to programme making and need not be based directly on the candidate's own experience of video production
- an evaluation of his/her role in the production process and an assessment of the quality of the product in relation to the aims of the script.

The analysis may be written (a minimum of 800 words) or oral (a minimum of eight minutes duration).

Assessment guidelines

The candidate should be encouraged to keep a diary of the production process which may be used as notes for the analysis. The candidate should be advised to consult textbooks concerning film and video production in order to stimulate an awareness of the commonality of process and technique and to foster an appreciation of divergence from the general process. This Outcome may be integrated with HN Unit D7LP 34 *Complex Oral Presentation*.

Administrative Information

Unit code: D7M3 34

Unit title: Video Production 1: Planning and Production

Superclass category: KF

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Higher National Unit specification: support notes

Unit title: Video Production 1: Planning and Production

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit is an introduction to video production and has been designed to allow candidates to become familiar with key areas of the production process and to develop production skills without insisting that the candidate demonstrates competence in all areas.

It also allows for the fact that some candidates will wish to attempt to produce relatively sophisticated work, that some candidates will work more effectively in pairs than in large groups, and that available resources will differ amongst centres; such variations may exist comfortably alongside the core requirements of candidate performance demanded by the Unit.

This Unit may prepare the candidate for the demands of HN Unit D7XP 35 *Video Production 2: Making a Video Programme* or more technically specialised Units or programmes of study. The Unit encourages the simulation of aspects of industrial practice and may be used as an introduction to the workplace.

Guidance on the delivery and assessment of this Unit

The approach to generating evidence for Outcomes 1 and 2 should be project-based and follow current industrial practice as closely as possible. Examples of pre-production paperwork such as proposals, scripts and schedules may be used to demonstrate that although there are variations in format, such items share a commonality of functions and characteristics. It is likely that some selection of scripts for production will take place, consequently the candidate should be encouraged to generate paperwork that attracts the interest of colleagues. Proposals and scripts should both tell and sell the story. It is acceptable that, before scripts are selected for production and membership of crews is confirmed, initial schedules may refer to possible dates and locations.

The candidate should be encouraged to accept the public nature of the production process and to contribute to the critical evaluation of proposals and scripts.

The emphasis of Outcome 2 is on the candidate developing skills of self-organisation, co-operation and communication regardless of the particular technical role that the candidate adopts. It is unrealistic to expect the candidate to develop useful competence in several production areas within the context of this one credit Unit, and for Outcome 2 assessment is based upon skills that cut across all roles. However, all candidates should receive tuition concerning basic camera and sound recording techniques so that informed choices can be made about roles and

responsibilities. The Unit does not prohibit the candidate rotating through all available roles, but that is only one organisational option.

Higher National Unit specification: support notes (cont)

Unit title: Video Production 1: Planning and Production

Outcome 3 is an opportunity for the candidate to demonstrate an understanding of the overall production process and to offer a performance evaluation. The candidate will require additional information in order to place his own experience in context and there should be some discussion of key differences in programme making, eg the possible absence of post-production.

The evaluative aspect of the analysis of the production process may be particularly useful for those centres that choose not to take the unassessed step of editing the material. The candidate should be encouraged to discuss the potential that the material offers for post-production.

Open learning

HN Unit D7M3 34 *Video Production 1: Planning and Production* is based upon co-ordinated group activity and includes detailed technical instruction concerning items of equipment; therefore it is not recommended as an appropriate Unit for Open or Distance Learning.

For further information and advice, please see *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — publication code A1036).

Special needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment and Certification Arrangements for Candidates with Special Needs and Candidates for whom English is an Additional Language* (SQA, 2000).

General information for candidates

Unit title: Video Production 1: Planning and Production

HN Unit D7M3 34 *Video Production 1: Planning and Production* will introduce you to some of the key aspects of video production that are common to many aspects of television programme making.

You will learn about the three key stages of production: pre-production which involves planning and preparation, shooting, which involves the recording of action and information, and post-production, which involves the re-organisation of images and sounds into the correct sequence as described by the script.

You will develop skills in a number of key production areas and you will have the opportunity to develop your ideas into scripts and to think about how you would approach the visualisation of your script. Your script may be selected to be developed and recorded or you may work on another candidate's script. This will present the opportunity of working in a role that is of interest to you such as camera operating, or directing. No previous experience of technical and creative work is required and appropriate tuition and guidance will be given before you begin the recording of your own project.

The assessment for this Unit will be largely practical and will involve developing ideas into scripts, adopting the most effective visual approach to the script, and working with others on the recording of the script. You will also analyse the video production process and discuss the strengths and weaknesses of your production activities. The analysis may take the form of an essay or an oral presentation.

On completion of the Unit you should be able to:

1. Plan and prepare for the recording of a sequence of shots on videotape
2. Work as a member of a video production crew
3. Analyse the video production process